

Shannon Soper, Senior Product Designer

7 years designing SaaS tools (including dev tools and AI tools), previous 6 years designing learning experiences

Senior Product Design Consultant—BuildBetter.ai, Palo Alto, CA 2023—2024

- Designed an onboarding flow to help users test out BuildBetter's AI features faster
- Designed smart folders so users can group call recordings and generate AI workflows based on the group of calls (e.g. run a series of questions about the calls)

Product Designer—Postman, Berkeley, CA 2021—2023

- Shipped 15+ experiments that improved onboarding, trial, and upgrade user flows. Examples:
 - first-time user experience—increased # of users sending a first API request in under 5 minutes
 - trial onboarding experience—my experiment identified the behaviors of teams likely to grow past 3 members
 - upgrade flow that increased overall paid conversion by ~ 0.2% (or ~12% improvement over baseline)
- Wireframed and created reusable components with usage guidelines in Figma
- Created UX Research process and trained 4 other designers to replicate it

Product Designer—Gatsby, Berkeley, CA 2019—2021

- Designed alpha versions of Gatsby Desktop, Gatsby Recipes, and Gatsby Admin
- Redesigned Netlify integration flow. Created prototype and performed usability testing pre- and post- shipping
- Redesigned Gatsby Cloud onboarding and resolved pain points as shown in usability testing

UX Specialist & Head of Learning—Gatsby, Berkeley, CA 2017–2019

- Led design process of Gatsby Plugin Library, which has grown from 51 to 3,000+ plugins
- Researched and designed [Hacktoberfest](#) onboarding, doubling new open source contributors
- Led design process of the Gatsby Tutorial, Site Showcase and Gatsbyjs.org's homepage

Instructional Designer—Nutraceutical Corp., Park City, UT 2016—2017

- Conducted product needs evaluation involving 6 stakeholders
- Coordinated with department heads to create new training using best user-centered design practices

Instructional Designer—Instructure, SLC, UT 2014—2016

- Designed and led onboarding courses for 250+ new salespeople
- Designed online courses that increased sales team's adoption of new methodology from 5% to 60%

MA English, Rhetoric & Composition emphasis—Brigham Young University 2015

BA English Literature with Honors, Music minor—Brigham Young University 2012

Skills & Hobbies

Figma · FullStory · UX Research · usertesting.com · cooking · playing guitar & piano · hiking

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